





# MERSHON CENTER for International Security Studies

[ABOUT US](#) [RESEARCH](#) [NEWS](#) [EVENTS](#) [GRANTS](#) [PEOPLE](#) [CONTACT](#) [PUBLICATIONS](#)

You are here: [Home](#) ▶ [Events](#) ▶ Mara Telles

## EVENTS & DEADLINES

- Feb 16** Nils Petter Gleditsch  
02/16/2015, -  
Climate, Security, Health, and  
Resilience Speaker Series
- Feb 26** Williamson Murray  
02/26/2015, -  
Director's Speaker Series
- Feb 26** Security Policy Discussion  
Group  
02/26/2015, -  
Internal Event
- Feb 27** Mershon Happy Hours  
02/27/2015, -  
Internal Event
- Mar 02** Nick Cullather  
03/02/2015, -  
Woody Hayes Speaker Series

## EVENTS CALENDAR

Comparative National Elections Project

### MARA TELLES

#### "Presidential Elections in Brazil: Campaigns and Voting Decisions"

Tuesday, November 18, 2014, 12:00PM  
Mershon Center for International Security Studies  
1501 Neil Ave. Columbus, OH 43201

[Register here for this event](#)

**Helcimara de Souza Telles** is a doctor in Political Science at Universidade de São Paulo, and post-doctor at Universidad Complutense de Madrid and Universidad de Salamanca. She has research interests in political behavior, electoral studies, and political parties. She was a visiting professor at Universidad de Salamanca and at the Universidad de Santiago de Chile.

She is currently a professor of political science at Universidade Federal de Minas Gerais (UFMG), invited and guiding professor of political science and Business II Department of Universidad Complutense de Madrid, and Brazilian delegate to the World Association for Public Opinion



Mara Telles

Telles coordinates research groups on "Comunicación Política y Comportamiento Electoral (of Associação Latino Americana de Ciência Política (ALACIP)" and "Opinião Pública, Marketing Político e Comportamento Eleitoral (UFMG)," the e-journal *Em Debate*, and the political marketing specialization course of UFMG.

Her publications include "Voto e estratégia de campanhas na América Latina," with Antonio Lavareda (2014), "Comportamento eleitoral e comunicação política na América Latina: o eleitor latino-americano," with Alejandro Moreno (2013), and "Como o eleitor escolhe o seu prefeito: campanha e voto nas eleições municipais," with Antonio Lavareda (2011).

### Abstract

The objective of this talk is to analyze the behavior of Brazilian voters comparing two elections: 2010 and 2014. In 2010, Lula was the main cognitive shortcut to activate the elector of the current president Dilma Rousseff (Worker's Party). The results achieved by Marina Silva are still discussed, in which Pentecostal evangelical religion and the high mobility of its cognitive electorate are targeted as important for the success of the Green Party candidate.

However, in the Brazilian context, election campaigns have a high capacity to influence voters without party identification, which are most of the national electorate. In an election scenario tended to be determined by the desire of moving, will Lula's prestige again activated for Dilma Rousseff to be re-elected in the 2014 elections? What were the characteristics of the campaigns and which variables may be stronger to determine the vote of the electors in 2014?

*This talk is sponsored by the Comparative National Elections Project at the Mershon Center for International Security Studies, Center for Latin American Studies, and Department of Political Science.*

[Back](#)

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[^ back to top](#)

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